



PERS 1313A

Employment Readiness Workbook

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TABLE OF CONTENTS

YOUR SKILLS, ABILITIES AND VALUES SECTION 1

- **Assessing your attributes**
- **Assessing your values**
- **Identifying your transferable skills**
- **Discovering your talents and accomplishments**
- **Identifying potential employers**

JOB SEARCH TECHNIQUES SECTION 2

- **Networking**
- **Cold calling/business cards**
- **Introductory employment calls (cold calls)**
- **Newspaper**
- **Online Job Ads**
- **Work proposal**
- **Informational interview**

JOB APPLICATION FORM & LETTERS SECTION 3

- **Cover letter**
- **Thank you letter**

RESUMES SECTION 4

- **Introduction and tips**
- **Choosing a resume style & sample**
- **Sections found on a resume**

EMPLOYMENT INTERVIEWS SECTION 5

- **Goals of the interview**
- **Preparation**
- **Interview process**
- **Examples of questions an applicant may ask**
- **After interview checklist**
- **Sample of standard interview questions**

Section 1

Your Skills, Abilities, and Values

The first step to a successful job search is to identify your skills, strengths, weakness, interests, needs, and values.

What makes you stand out? What makes you unique?



1. Assessing your attributes
2. Assessing your values
3. Identifying your transferable skills
4. Discovering your talents and accomplishments
5. Identifying potential employment

1 - ASSESSING YOUR ATTRIBUTES

Consult the list of attributes on the following page and identify your attributes and then give an example of when you displayed each of the attributes.

It is very easy to say you have these attributes, but it is extremely important for you to be able to support that with an example that serves as proof.

Use the following table to list all your attributes.

Attribute	Example

SAMPLES OF ATTRIBUTES

Attributes are very important to employers.

Check off all the attributes you possess:

RELATE TO OTHERS ATTITUDES

- € Cheerful
- € Common sense
- € Confident
- € Conscientious
- € Consistent
- € Dependable
- € Genuine
- € Honest
- € Integrity
- € Loyal
- € Objective
- € Positive
- € Practical
- € Progressive
- € Responsible
- € Sense of humor

FLEXIBLE / RESOURCEFULNESS

- € Adaptable
- € Creative
- € Flexible
- € Resourceful
- € Self-starter

- € Take initiative
- € Versatile
- € Thorough

ENTHUSIASM / DRIVE

- € Ambitious
- € Assertive
- € Competitive
- € Diligent
- € Dynamic
- € Eager
- € Energetic
- € Enjoy challenges
- € Enterprising
- € Enthusiastic
- € Goal-oriented
- € Meet deadlines
- € Motivated
- € Optimistic
- € Profit-orientated

COMMUNICATION/ PROBLEM SOLVING

- € Analytical
- € Articulate
- € Confidential
- € Decisive
- € Discreet

- € Empathetic
- € Conflict manager
- € Good listener
- € Imaginative
- € Intuitive
- € Investigative
- € Logical
- € Negotiator
- € Perceptive
- € Persuasive
- € Problem- solver
- € Quick learner
- € Trouble shooter

WORK HABITS

- € Able to prioritize
- € Accurate
- € Constructive
- € Dedicated
- € Efficient
- € Hard working
- € Methodical
- € Meticulous
- € Persistent
- € Productive
- € Prompt/punctual
- € Professional

2-ASSESSING YOUR VALUES

Values are important when selecting prospective employers. You have to be able to know what you value and what you don't value in order to make wise employment decisions to be able to target your job search in employment opportunities that you will love.

People expect to achieve certain ideals from their jobs, employers, and careers. These are the values, concepts and ideas that you hold dear and have a direct impact on your satisfaction with your job, career and even your life. How well do you know your workplace values?

Your first step is to rate the importance of each of the workplace values on the list. Rate the degree of importance you place on each of the following values using this scale:

1 = Very important 2 = Reasonably important 3 = Somewhat important 4 = Not important to me at all

I am interested in jobs and careers that include:

- | | |
|---|---|
| ☐ creating/building things | ☐ using creativity, imagination; being innovative |
| ☐ mental challenge/mentally demanding/problem-solving | ☐ variety and a changing work pace |
| ☐ physical challenge/physically demanding | ☐ autonomy, independence, freedom |
| ☐ opportunity for balance between work life and family life | ☐ professional development and on-going learning and growth |
| ☐ flexibility in work structure | ☐ friendships and warm working relationships |
| ☐ intellectual status, an acknowledged "expert" in a given field | ☐ teamwork and work groups |
| ☐ order and structure | ☐ prestige, respect, or a level of social status |
| ☐ high degree of competition | ☐ routine, predictable work projects |
| ☐ integrity and truth | ☐ deadlines and time demand/pressure challenges |
| ☐ rewarding loyalty and dependability | ☐ clear advancement tracks/opportunities for advancement |
| ☐ having self-respect and pride in work | ☐ tranquility, comfort, and avoidance of pressure |
| ☐ stability and security | ☐ dealing with the public/day-to-day contact with the public |
| ☐ strong financial compensation | |
| ☐ being recognized for quality of work in a visible/public way | |
| ☐ having a positive impact on others and society | |

YOUR SKILLS ABILITIES AND VALUES

__ using cutting edge or pioneering
technologies or techniques
__ opportunities for supervision, power,
leadership, influence
__ making decisions, having power to decide

courses of action
__ respect, recognition, being valued
__ precision work with little tolerance for
error
__ adventure and excitement

YOUR SKILLS ABILITIES AND VALUES

Your second step is to try and identify the 10 most important values to you. List your most important and least important values from the list above.

STRONGLY VALUE	DON'T VALUE
Example: Working your own hours	A regular 9-5 job

Your third step is to now narrow down your list above to the five most important core values -- that you can't live without in your job/workplace -- and place them below:

1. _____
2. _____
3. _____
4. _____
5. _____

IF YOU FIND WORK YOU TRULY LOVE, YOU WILL NEVER WORK A DAY IN YOUR LIFE!

3-IDENTIFYING YOUR TRANSFERABLE SKILLS

Transferable skills are skills that you can take (transfer) from one job to another.

Some of the top transferable skills taken from sources across the web that employers value:

Leadership	Teamwork	Communication	Interpersonal skills
Dependability	Organization	Active listening skills	Critical thinking
Relationship building	Team management	Adaptability	Analytical skills

Other examples

*Clerical

*Decision making

*Serving

*Accounting

* Problem solving

*Writing

*Communication

*Arranging

*Teaching

*Computer

*Coordinating

*Sales

*Counseling

*Carpentry

*Repairing

Make a list of skills you like and have and a list of skills you would like to learn in the following table.

LIKE TO DO	WOULD LIKE TO LEARN

YOUR SKILLS ABILITIES AND VALUES

4-DISCOVERING YOUR TALENTS AND ACCOMPLISHMENTS

Identifying accomplishments in our lives often helps our memory in identifying different talents and skills we have. The following exercise will enable you to think back and reflect on your accomplishments.

Examples

- I have a real passion to re-design and restore 50's and 60's cars
- I get a sense of accomplishment when I sit back and have a look at my garden and see everything that is growing
- I truly enjoy and am passionate about video games

Complete the following statements

One thing I cherish about my last job is...

Work that brings out the best in me is...

The abilities and talents I receive the most praise or compliments for are...

I have received awards / recognition for...

My most memorable work / school accomplishment was...

YOUR SKILLS ABILITIES AND VALUES

The good things my previous employers / teachers would say about me...

The three transferable skills I want to offer an employer are....

If I had to describe myself to an employer in one sentence, I would say....

If you asked my best friend(s), they would say I am ...

When I completed _____, it gave me a great sense of accomplishment.

I once took a 'road less traveled' and because of that I developed the following abilities:

What got me through most of my struggles is the belief in my

_____.

Although it took a lot of courage, one of my biggest life accomplishments is _____

_____.

The work I'm most proud of and can say I did it my way is

_____.

The most valuable gift I have to offer my family and friends is

_____.

If I could redo the last 5 years, the skills I would have practiced more of are

_____.

I have a real passion to _____

_____.

YOUR SKILLS ABILITIES AND VALUES

The one thing I'm glad I did was

The biggest risk I have ever taken is

When I take time to listen to my heart, it tells me I would be great at

Everyone says you should do the work you love; for me that would be

They said it couldn't be done! I proved them wrong when I

Work is love; when I _____, it is a labor of love!

5-IDENTIFYING POTENTIAL EMPLOYERS

Now that you have reflected on your skills, strengths, weaknesses, interests, needs, and values, it is time to identify potential employers.

It's important to identify employers and then research them, whether it be done in person, on the internet, or by networking.

Make a list of all employers you will seriously consider when looking for work and identify ways of gathering information about them.

EMPLOYER

HOW TO RESEARCH THEM

YOUR SKILLS ABILITIES AND VALUES



Section 2

Job Search Techniques

1. Networking
2. Business Card Development
3. Introductory Employment Calls
4. Newspaper Opportunities
5. Online Job Ads
6. Work Proposal
7. Informational Interview



Organize

Your Job Search

There are hundreds of job opportunities available each day, but most people miss many opportunities. An average job opening typically receives more than 100 responses. An attractive job opening might receive 1000 responses. About six people will be interviewed for a given job. Therefore, unless your qualifications are so powerful that you are clearly in the top 1 to 3 percent of applicants, you won't even get an interview.

So how do you stand out?

How people look for work

- Newspapers and Internet
- Employment agencies (public and private)
- Placement agencies
- Internal Networks (word of mouth)
- External Networks (contact employers)

How employers fill jobs

- Internal networks (contact employees, word of mouth)
- External networks (contact other employers, contact former College instructors)
- Placement agencies

JOB SEARCH TECHNIQUES

- Employment agencies (public & private)
- Newspapers and Internet



1-NETWORKING

Networking - Establishing Your Contacts

Networking is the process of communicating with people to help you find employment. These people will become your 'sales agents' to 'market' your skills and experiences to people they know and to potential employers. One study found that 40% of all people found employment through a lead provided by a friend, relative or acquaintance.

Who are your contacts?

The people you know are the ones most likely to help you.

- Family members
- Relatives
- Friends
- Acquaintances
- Teachers/Instructors
- Guidance Counselors
- Hairdresser
- Dentist
- Doctor
- Volunteer contacts

Those who are unemployed also can provide leads and names. These contacts may offer suggestions, advice, information, and more contact names.



Tips on establishing contacts

- Develop a list of people you know.
- Some contacts may work in places where jobs become available, and they may know of others with job openings. You can use one person you know as a source to introduce you to at least two other people.
- Present yourself well! People can and will help if you ask for specific help.
- Be clear about the kind of work for which you are looking and the skills and qualifications you possess.
- Do not assume that your contacts know your strengths and abilities.

Your Network Contacts



EXERCISE: LIST OF 50 CONTACTS

Time yourself for 15 minutes.

Without judgement, write down people you know. Include various categories such as: friends, family, co-workers, and professionals, etc.

1.	_____	26.	_____
2.	_____	27.	_____
3.	_____	28.	_____
4.	_____	29.	_____
5.	_____	30.	_____
6.	_____	31.	_____
7.	_____	32.	_____
8.	_____	33.	_____
9.	_____	34.	_____
1	_____	35.	_____
1	_____	36.	_____
1	_____	37.	_____
1	_____	38.	_____
1	_____	39.	_____
1	_____	40.	_____
1	_____	41.	_____
1	_____	42.	_____
1	_____	43.	_____
1	_____	44.	_____
2	_____	45.	_____
2	_____	46.	_____
2	_____	47.	_____
2	_____	48.	_____
2	_____	49.	_____
2	_____	50.	_____

2- BUSINESS CARD DEVELOPMENT

You should create a professional business card. These should list your contact information and most valuable skills. They can be given to your network contacts and when meeting new people in person at a networking function or during a job interview.

They can be printed easily and inexpensively at Staples or vistaprint.ca. It's a wise investment.

Business Card Uses

Business Cards reflect you and serve as a reminder to people that you are seeking employment. Carry some with you wherever you go.

Use them....

- for networking purposes to tell people your job objective and qualifications
 - to encourage people to give you job leads
 - to summarize your skills for your references
 - to give out to businesses you spot in passing that could use your skills
 - with application forms
 - as a quick skills reminder for you to review before interviews
 - as your basic 'benefits statement' for networking, introductory employer calls, cover letters and interviews
- Attach your **Business Card** to the upper right-hand corner of application forms to set your application apart from the others. Carry paper clips or a stapler for this purpose
 - If you cannot obtain an application form and do not have a resume, use your **Business Card** as a substitute application form. You may say: "I'm really interested in working for this company. Would you please keep this card on file? I'll check with you again in a couple of weeks."

3 - INTRODUCTORY EMPLOYMENT CALLS

The first step is to establish a list of potential employers.

- Enterprise Saint John Business Directory at <http://www.enterprisesj.com/>
This directory will provide you with a list of employers in Saint John and neighboring areas.
- <https://myignite.ca/workforce-development> has the Capital directory and neighboring areas.
- Social Media: Facebook, Twitter, LinkedIn Most businesses now have some form of social media presence. Use key words to search for businesses in your area or the area in which you wish to work.
- Your network: ASK your friends for their opinions on businesses they may know.

With this information, you are ready to start. Consider each company carefully to see if they might have the job you want. Write down the name of the company and phone number. Make a list of ten companies.

What to say to employers

It is important to remember that the first contact with employers will be very short and to the point. In each call, make it your goal to come away with a positive result: job interview, resume to be forwarded or job lead.

As much as possible, you want to remain in control of the direction and outcome of the call. This will take place only if you know what you want to cover. Questions that required only a single word response will often get just that: “NO”!



Introduction

- If you know the name of the person you want to talk to, state your name and ask to speak to him/her.

Example: "Good morning, my name is Ryan Jones. I would like to speak with Sheila Smith."

- If you don't know the name of the person:
 - o State your name
 - o Ask for the name of the person in charge of whatever department you are interested in
 - o Ask to speak with that person

Example: "Good afternoon, my name is Ryan Jones. I'd like to know the name of the Sales Manager please. (That would be Carla Lee). Could you connect me with her please?"

- o Some people have used one phone call to get the name of the person to whom they want to speak. Then they call back at a later time asking for that person by name, which gives the impression that they know him/her.
- o When you are calling smaller companies, there may not be a specific department you can contact. The best choice is the owner or manager of the company. S/he will probably be the person who has the final say in hiring.

Presenting your qualifications

Be specific with the employer about the position for which you want to be considered. State the skills and qualifications that you have that would benefit the employer.

Getting your resume to the employer

If the employer does not have any openings at present, you still want to have your resume in his/her hands as a means of follow up to the call. Openings come up at unexpected times and your resume, in conjunction with the call, will stand out and be remembered.

Example: "Although there are no openings at present, I would like to provide you with my resume should an opening come up in the future. Would you rather I drop it off in person or send it to your attention?"

Closure

Close the call to the employer emphasizing your desire to keep in touch.

Example: "Thank you for your time, Mr. Smith. I would like to call you back in two or three weeks to see if any openings have become available."

The Administrative Block

Prior to giving your qualifications to the person who is in charge of hiring, you will have to get past an administrative assistant. Although this can be a problem at times, the majority of callers do not encounter this difficulty.

HELPFUL HINTS

1. Always know the name of the person you are calling – Use one call to get the person's name and correct spelling because you will be forwarding correspondence to him/her later. Now that you have this information you can call back with more confidence. Human Resource personnel are not the individuals who make the final selection on hiring. Usually it is the Department Head, Supervisor or General Manager.
2. Phone before and after normal working hours.
3. If the person is busy or absent, ask to speak to his/her assistant. If that is not possible, ask for a time you are most likely to get through.
4. "What's this in reference to?" or "Can I help you?" When you are asked these questions, it is simply a good administrative assistant saving the employer unnecessary calls. Be up front with your call. Be concise, positive and courteous with the administrative assistant. S/he can have an impact on the hiring process.

Try and try again. Persistence always pays off.

Voice Mail

When calling employers, should I leave a message on their voice mail? The good news is that voice mail is much more user-friendly than the Administrative Assistant who screens unknown callers. As one colleague pointed out recently, "On voice mail, you get undivided attention. What an opportunity!"

Tips

1. **Be prepared** – before you call, decide whether you will leave a message. If you have sketched out a script, don't read your message. Speak normally and pleasantly as though you were speaking to the employer in person.
2. **Identify yourself and state your purpose** - give your name and one or two strong statements about your qualifications which should match the job you are seeking. State the purpose of your call clearly. Do you want to arrange a meeting? Or are you looking for further information?
3. **Referrals** – if someone referred you, mention this at the beginning.
4. **Action plan** – be clear about what action you would like the employer to take. Leave your telephone number only if you are easy to reach on a call back. Otherwise, say that you are difficult to reach and will call back.
5. **Keep it concise** – the employer may be checking messages on the run and anything long-winded may try his or her patience. Remember that standard business messages run 30 seconds or less.
6. **False starts** – it's a small point, but one that can cause havoc. Always wait for the beep before speaking.
7. **Speak clearly** – a mumbled name or an unclear phone number does not impress a busy employer. If you request a callback, repeat your name and number. If your name is unusual, spell it quickly and clearly.
8. **Call again** – even if you leave a message, call the employer again. It shows that you take your calls seriously.
9. **Caught off-guard?** – the best advice is to hang up quickly, rather than winging it. Think things through and then call again.

The Do's and Don'ts of Cold Calling

Do	Don't
Have a specific occupational goal or objective	Call employers to whom your career objective will not be applicable
Research the organization that you are attempting to contact and familiarize yourself with the names of the individual(s) you are requesting to speak with (hiring manager)	Mispronounce the individual's name that you are attempting to contact
Prepare a script in advance to have a clear idea of strategies to use: explain the benefits of hiring you, obtain referrals or book an information interview	Read directly from the script or sound rehearsed when speaking directly to the employer or Hiring Manager
Smile while you are speaking on the phone	Be rude to the receptionist or the employer
Consider calling just before or after office hours when the employer is most likely to answer his or her own phone	Leave long and boring voice messages on the employer's answering machine
Inquire if this is an appropriate time to call	Leave inappropriate messages on answering machine
Project confidence	Hesitate, mumble
Use proper grammar and pronunciation	Be dull or take too long to get to the point
Demonstrate your skills and how you can benefit the employer	Be aggressive or pushy with the employer
Establish common ground	Lie about your qualifications, resumé, skills, etc.
Request an information interview	Try to turn the information interview into a job interview
Ask intelligent, well-researched questions	Ask questions to which the answer is readily available on the company website or other promotional material
Ask for referrals and request permission to keep in touch	
Send a thank you letter to employers for referrals or immediately following an information interview	Wait too long to send a thank you letter (24-48 hours maximum)
Maintain a detailed record of all your calls and messages left to various employers	Forget the names of your contacts
Prepare yourself for rejection	Become discouraged

4 - NEWSPAPER OPPORTUNITIES

It's not about the want ads! Newspapers have not been fully used as a source of finding job leads. Most job searchers will attest to using the newspaper but limit their use of the newspaper to the classified advertisements (Help Wanted, Professional Help, etc.) and the careers section (usually on Saturday)

In addition to these two widely read sections of the newspaper, the whole paper or news website should be read with an eye for finding job opportunities written between the lines. What are some of the latest economic and workplace changes or trends that suggest a work opportunity is present? Look at articles that address continuous change / transition, global markets, environmental concerns, community empowerment, target group needs, small business growth, service industry growth and business restructuring.

5 - Online Job Ads

Today there are web sites dedicated to posting ads online, and often these jobs are never published in the newspaper.

This is a real boon for the job seeker because the online help wanted ads will usually stay online longer than in print. Plus, these job ads will often have a lot more information about the job and the company.

Start with a list of the most popular job search websites.

Many of these sites will have a subscription that will allow you to sign up for regular emails that list jobs in your specific search criteria. They will often send job search tips too.

Most online job ad sites will have a way for you to apply directly on their site versus contacting the employer directly. When applying to online job ads make sure you still tailor your resume to each specific job and the skills the employer is looking for. Have a generic resume and cover letter ready so that you can adapt to each job.

If the job is at a local small to medium business, try to call the employer directly before applying online to gather more information about the job, the application process and the company itself.

Some companies never publish job ads beyond their own website. If there is a certain employer you want to apply to, make sure to check out their website.

JOB SEARCH TECHNIQUES

Popular sites in 2018: Career Beacon, Indeed.ca, Monster, LinkedIn, Workopolis

6 - INFORMATIONAL INTERVIEW

One of the best sources for gathering information about what's happening in an occupation, or an industry is to talk to people working in the field. This process is called informational or research interviewing. An informational interview is an interview that you initiate and you ask the questions.

THE PURPOSE IS TO OBTAIN INFORMATION, NOT GET A JOB

WHY CONDUCT INFORMATIONAL INTERVIEWS?

- To explore careers and clarify your career goal
- To discover employment opportunities that are not advertised
- To expand your professional network
- To build confidence for your job interviews
- To access the most up-to-date career information
- To identify your professional strengths and weaknesses

STEPS TO CONDUCT AN INFORMATIONAL INTERVIEW

1. Identify the occupation, employer or industry you wish to learn about

Assess your own interests, abilities, values, and skills, and evaluate labour conditions and trends to identify the best fields to research

2. Prepare for the interview

- Read all you can about the field prior to the interview
- Decide what information you would like to obtain about the occupation/industry
- Prepare a list of questions that you would like to have answered (see examples)

3. Identify people to interview

- Start with lists of people you already know such as friends, relatives, fellow students, present or former co-workers, supervisors, neighbours, etc.

JOB SEARCH TECHNIQUES

- Professional organizations
- Yellow pages
- Organizational directories
- Public speakers
- You may also call an organization and ask for the name of the person by job title

4. Arrange the interview

Contact the person to set up an interview by telephone, by a letter followed by a telephone call, or by having someone who knows the person make the appointment for you.

5. Conduct the interview

- Dress appropriately
- Arrive on time
- Be polite and professional
- Refer to your list of prepared questions
- Stay on track, but allow for spontaneous discussion
- Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact's name when contacting these new contacts

6. Follow up

- Immediately following the interview, record the information gathered
- Be sure to send a thank-you note to your contact within one week of the interview



EXAMPLES OF QUESTIONS TO ASK AT THE INFORMATIONAL INTERVIEW

Occupation-specific questions

On a typical day in this position, what do you do?

What training or education is required for this type of work?

What personal qualities or abilities are important to being successful in this job?

What are the ideal qualifications for someone in this job?

What kind of education/training is needed for this position?

What part of this job do you find most satisfying? the most challenging?

How did you get your job?

How do you see jobs in this field changing in the future?

Is there a demand for people in this occupation?

With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?

JOB SEARCH TECHNIQUES

Career questions

What opportunities for advancement are there in this field?

What are the salary ranges for various levels in this field?

What are the basic education/training/experience prerequisites for jobs in this field?

What special advice would you give a person entering this field?

What types of training do companies offer people entering this field?

Which professional journals and organizations would help me learn more about this field?

What do you think of the experience I've had so far in terms of entering this field?

From your perspective, what are the problems you see working in this field?

If you could do things all over again, would you choose the same path for yourself?
Why?

6 - WORK PROPOSALS

The Work Proposal method, which is explained in the following pages, has its beginnings with Denise Bissonette, one of the North America's leading authors and trainers in the Employment and Training field.

What is great about the Work Proposal is that it can be used to provide the individual (unemployed or employed) with an innovative "out of the box" approach to creating new work opportunities. For the job searcher, this approach eliminates or greatly reduces competition since, in many cases, it proposes work or jobs which are not in the workplace at this time.

There are examples of Work Proposals provided, along with an overview of what information is required in each of the four sections of a Work Proposal. Prior to using the Work Proposal template to create your proposal, there are a number of questions and points of interest suggested that could help you to generate Work Proposal opportunities.

WORK PROPOSAL COMPONENTS

A proposal, simply and effectively, answers the following questions...

1. **What is the proposed work?** - A brief description of the service / work to be offered.
2. **Why is it needed?** - A brief statement of the benefits of the proposal for the employer. This can include but not limited to...
 - Increases company profits
 - Decreases company expenses
 - Increases the number of customers
 - Adds value to existing services
 - Enhances productivity
 - Builds a happy and positive workforce
3. **When, how, and where will the work be done?** - A brief summary of when, how, and where the work will be provided. This can include the type of work setting such as full time / part-time / term / contract or shift work.
4. **Who will be doing it?** - A brief summary of your abilities, skills, attitudes, attributes, education and training, which match the work and / or service proposed.
5. **What will it cost?** - A brief summary of the financial cost to the employer.

GENERATING WORK PROPOSAL OPPORTUNITIES

Use the following ideas and questions to help generate work proposal opportunities.

1. What are some of the latest economic and workplace changes that suggest a service that is not presently offered?
2. Based on what you love to do, how can you turn that into a work proposal that benefits individuals, groups or businesses?
3. Consider the media events or situations that are constantly making the headlines. What can you propose to help deal with these problems?
4. Use the following points of reference to stimulate work proposal options:
 - Target group needs
 - Baby boomers
 - Increasing use of technology
 - Global markets
 - Increasing productivity
 - Spiritual awakenings
 - Continuous change / transition
 - Environmental concerns
 - Community empowerment
 - Limited resources
 - Life-long learning
 - Small business growth
 - Service industry growth
 - Age based issues
 - Media power / influence
 - Balanced lifestyle

EXAMPLE OF A WORK PROPOSAL

“Resume Service” Employment Connections Program

What and Why – The Employment Connections Program (ECP) provides an excellent job search service for unemployed workers. Although the resume development process is covered during your workshop sessions, participants do not get one-on-one time to complete their resumes. This could limit the participants for actively implementing all the valuable information presented during the workshop sessions.

I am proposing to...

- Work one-to-one with ECP participants to complete their resumes
- Provide follow-up service on resume changes
- Develop appropriate materials to market the service in the community

I really appreciated the energy and support the ECP gave me. I believe all unemployed people should access the ECP service. The resume service, which I am proposing, will enhance and complement your existing service. I am very excited about offering this value-added service.

Who – Donna Simpson, a recent graduate of the Employment Connections Program. I have five years of word processing skills in Microsoft Word, which the ECP uses. My keyboarding speed is 75 wpm with a high degree of accuracy. With several years' experience as a legal secretary, I have well-developed customer service skills, problem solving ability to quickly and accurately clarify information, and process professional looking documents. I thoroughly enjoyed the team atmosphere at ECP and believe my personality blends in well with all the staff.

How, When and Where – I have access to an IBM compatible computer and laser printer. Willing to work evenings and weekends out of your office or my home.

What it will cost – Starting salary would be \$12.00 an hour. After a three-month period, I expect you will see the value added. At that time, I would be seeking to work on a full time (9-5) basis for \$15.50 an hour.

Section 3

Job Application Form & Letters

- Cover letter
- Thank you letter



1 - COVER LETTERS

A cover letter should accompany every resume you submit, whether you are responding to an advertisement, following up an employer cold call or pursuing a lead from a friend.

Cover letter writing tips

- Prepare a personalized cover letter for each job.
- Target the letter to ensure that the employer's requirements are met; paraphrasing or incorporating some of the terms or words from the ad or your telephone call into your letter can accomplish this.
- Type your cover letter unless otherwise specified.
- It must be free of grammatical, spelling or typing errors.
- Never cross out, white out or leave errors.
- Do not use abbreviations.
- Remember to include your address, your telephone number, the date and the employer's address.
- Always get someone else to read your letter before submitting.

JOB APPLICATION FORM & LETTERS

- Be honest. Bring out your strong points but do not exaggerate your training or experience.
- Do not forget to sign your letter.

A COVER LETTER IS A REFLECTION OF YOU.

MAKE A POSITIVE FIRST IMPRESSION

PARTS OF A COVER LETTER

When you are writing a cover letter, it is important to include all the required information. A cover letter is comprised of several parts: contact information, a salutation, the body of the cover letter, an appropriate closing, and a signature.

REFERENCE LINE

- Bold and center the position title, where you saw the ad and the date. For example:

**Sales Position
Miramichi Free Press, Day, Month, Year**

CONTACT INFORMATION

The first section of a written or uploaded cover letter should always include your contact information

- Your name
- Your address
- Your city, province and postal code
- Your phone number
- Your cell phone number
- Your email address

EMPLOYER CONTACT INFORMATION

If you have the contact information for an employer, list it below the date.

SALUTATION

It is important to include an appropriate salutation.

- Try to find out the name of the person who will be reviewing your resume.
- Be certain you spell the name correctly.
- Use a colon after the salutation. A comma is a more informal choice that is usually reserved for email correspondence.
- Try to find out the name to avoid the use of 'To Whom It May Concern' or 'Dear Sir / Madam'; however, while this salutation can be seen as outdated, it's always wisest to err on the side of conservatism when addressing correspondence within business relationships.

PARAGRAPHS

The body of your letter is used to let the employer know what position you are applying for, why they should select you for an interview, and how you will follow up.

- Keep them short; no more than three sentences each.
- Long paragraphs will be skimmed over, and the message may be lost.

FIRST PARAGRAPH

- This is your chance to make a great first impression!
- Answer 'Why are you writing?'
- Use this paragraph to set the tone and deliver the message.
- Make it fresh and interesting.
- Mention something favorable that you know about the company.
- If you haven't used a reference line, the first paragraph should clearly state the position and where you heard about it.
- When following up on leads from friends, ask if you can use their names.
- When responding to an advertisement in the newspaper, state the name of the paper and the date of the advertisement.
- Follow-up letters to employer calls will include a reminder of the initial call either to them or the office support staff who directed you to send the letter.

MIDDLE PARAGRAPH

- These paragraphs should answer the question, 'Why am I an excellent candidate for this position?' and 'What do you have to offer the employer?'
- Refer to your resume and highlight your strengths (education, experience, volunteer work, skills) that are relevant to the job.
- Use some of the words, terms or skills that were mentioned in the job posting or newspaper advertisement.

FINAL PARAGRAPH

- This paragraph is your chance to leave a positive impression.
- Answer how you will follow up.
- Highlight your desire to meet with the person to talk about employment opportunities and to emphasize that you would like to be considered for an available position now or in the future.
- Create an opportunity for follow-up by mentioning your phone number or indicating a date you will call.

THE CLOSING

- Close in a professional manner.
- End the letter with Sincerely.
- Be sure to sign your name.
- Indicate an enclosure in the lower left corner.

FOLLOW-UP

Call within a week of sending your resume to make sure the employer received it. This will give you an opportunity to reinforce your interest in present or future employment opportunities with the employer.

JOB APPLICATION FORM & LETTERS

Your address

City, Province, Postal Code

Date

Contact's name (include Mr./Ms.)

Title

Company name

Company address

City, Province, Postal Code

Dear (Contact):

Please consider this an application for the position of _____ as advertised in the (newspaper) on (day, date and year) .

As indicated in my attached resume, I have ___ years of experience in the _____ industry (especially in the areas relating to _____). Over the past ___ years, I have gained valuable _____ skills as a _____. I would like to work for a company such as yours that offers opportunities for _____.

For these reasons, I feel that I would be a valuable asset to the (company) team. I look forward to meeting with you to discuss my qualifications and the position in further detail. To arrange such an interview, I may be contacted at (telephone #) .

Sincerely

Your name

Encl.

Opening and Closing for a Cover Letter

RESPONSE TO NEWSPAPER AD

- The _____ position available at _____ recently advertised in the _____ is of great interest to me. I believe my qualifications provide the combination of skills and experience you are seeking.
- The opportunity to work for _____ is very exciting. I am most interested in the _____ position recently advertised in the _____.
- Please consider my qualifications for the position of _____ recently advertised in the _____.

RESPONSE TO COLD CALL

- As requested in our recent telephone conversation, please find enclosed my resume for your review and consideration. I am very interested in obtaining a _____ position with _____.
- As suggested by your receptionist, I am forwarding my resume for your review and consideration should a _____ position with _____ become available.

CLOSING FOR COVER LETTERS

- I would appreciate an opportunity to discuss my experience and abilities in greater detail. I am available for an interview at your earliest convenience. I can be reached at _____.
- I believe my background provides the skills required for this position. I would welcome the opportunity for an interview to further discuss my qualification. I can be reached at _____.
- I believe I am qualified for this position and would like the opportunity to meet with you to explore how I may be of value to _____. I can be reached at _____.

Samples of Cover Letters

Sue Dawson

81 Pleasant Street
Saint John, NB X0X 0X0

506-622-1234

Date

Mr. Ben Smith
Area Sales Manager
HILTI (Canada) Ltd.
120 Somerset Street
Saint John, NB E3E 4E4

Dear Mr. Smith

Please accept my application for the position of Sales Representative for Saint John and rural NB as advertised in the October 2nd edition of the Saint John Leader.

I am a self-motivated professional with extensive experience in territory sales and management. A high level of sales and customer satisfaction reflect my skills in marketing and customer service. As well, previous employment produced tasks where I managed and upgraded a dealer organization, prospected for new customers, successfully represented employer and dealers to consumers in trade shows and conducted customer and dealer service seminars.

I am a loyal, dedicated sales person who enjoys developing and maintaining good client relations and have always contributed to the team effort. I would like to compete for the position with HILTI (Canada) Ltd with a personal interview at your convenience.

Sincerely

Sue Dawson
Enclosure

JOB APPLICATION FORM & LETTERS

435 Winter Street
Saint John, NB E1E 3W3
506-773-3434

Date

Mr. Darrell Smith
Warehouse Manager
Livingston Distribution Centers Inc.
1800 Water Street
Saint John, NB E3E 4E4

Dear Mr. Smith

As suggested by your receptionist, I am enclosing my resume for your review and consideration.

I have held responsible positions in Transportation, Administration and Management, contributing meaningfully to the ongoing success of each employer. I have demonstrated an enthusiasm and flexible outlook with particular emphasis on precision, reliability and pragmatism.

As well as being a quick learner, I am a hard worker and work well independently or as a part of a team. I feel that I would be an asset to Livingston.

Should you wish further clarification or information about my experience and qualifications, I can be reached during the day at 506-773-1234 and at 506-773-3434 in the evenings.

Sincerely yours

Robert Folk
Encl.

2- THANK YOU LETTER

Street Address
City, Province Postal Code

Today's date

Name of new employer
(or whoever interviewed you)
Their job title
Name of the company
Company Address

Dear _____

In this paragraph, thank the interviewer (or express your appreciation) for the chance to meet with them to discuss the job and see the premises (use the term 'meeting' rather than 'interview' if it seems appropriate). Make reference to your positive impressions of the company.

In this paragraph offer some new information or additional reason for the employer to be interested in you for that job, perhaps a 'goodie' that you didn't mention in the interview. (you might even link this new information to a problem or opportunity the company is experiencing). Repeat the job title to which you are applying and show continued interest in it.

In the last paragraph, let the employer know (graciously) that you expect to hear from him again and plant the idea in his mind of making a phone call to you. Make it clear you're willing to come in and discuss the job further.

Sincerely yours,

Your name
Your phone number

SAMPLE OF A THANK YOU LETTER

990 Grove Street
Saint John, NB E1V 3F3

September 20, 2019

Martina Bosserio
Manager, Product Development Dept.
Widget Corporation
1500 Widget Dr.
Miramichi NB E3E 3D3

Dear Ms. Bosserio:

I enjoyed the opportunity to meet with you and to have a brief tour of Widget Corporation. The high level of creative energy among your staff, as well as their personal pride in the company's products, was obvious and very gratifying to see.

In addition to the information I shared with you in our meeting, I thought of another project I worked on that reflects the kind of contribution I could make as a member of Widget's product development team. The details of that project (proposal and the final report, both of which I authored) are enclosed for your review.

As soon as you've completed interviewing the other candidates, I'd appreciate hearing from you, and I'd be pleased to meet with you again, if necessary, on short notice. I can be reached at home in the evening as well as at my office during the day.

Sincerely yours,

Geraldine JobHunter
Phone Number:

3 – JOB APPLICATION FORM

It would be a mistake to dismiss job application forms as silly documents containing information that is already on your resume. You should pay it as much attention as you do your resume and cover letter.

Many potential applicants will be put off applying when confronted with a form. By filling it in, you are showing your prospective employer that you are taking the application process seriously.

MOST FORMS REQUEST THE FOLLOWING INFORMATION

- The names and locations of all schools you attended
- Dates of attendance
- The name of the qualifications you completed
- The mark or level you attained

You should prepare your employment history. Some forms allow space for only two past employers, while others may have space for as many as five or six. Just go ahead and prepare as many as are relevant to you and fit them in as best you can on the form presented to you.

PREPARE THE FOLLOWING INFORMATION FOR EACH POSITION YOU HAVE HELD

- Company name, its full address and telephone number
- Your job title
- Your supervisor and his/her title
- Dates of service
- Description of your duties
- Reason for leaving
- Beginning and ending salary
- You may also need other information like the names, addresses and telephone numbers of references. Usually, three references are sufficient.

IMPORTANT TIPS TO KEEP IN MIND

- Read through the entire form before beginning to write.
- Read each question very carefully and follow instructions like 'chronological order' or 'last name first.'
- Answer all questions truthfully. Never think that you must answer every question if you want to get an interview. Remember that some questions may not apply to you and you will be caught in a lie during the interview. You should, however, put not applicable or N/A after the questions that do not directly relate to you. This shows the employer that you carefully read every question.
- Never cross out, white out or leave errors.
- Read back over your answers before submitting the form to check spelling and to make sure you didn't miss anything.
- Be prepared to answer a question about the expected salary. If you are not certain of the salary range, write 'Negotiable' or 'Open' in the blank.

Do not leave a section blank because doing so looks as though you have missed the question.

Section 4

Resumes

- Introduction and tips
- Choosing a resume style & samples
- Chronological
- Combination
- Scannable
- Sections found on resumes
- Contact information
- Choosing a job objective
- Summary
- Work history
- Education and training
- Volunteer experience and interests
- Describing skills and accomplishments
- References

4 - INTRODUCTION AND TIPS

- What employers look for in a resume
- Unique combinations of skills the candidate has in order to do the job
- The relevant data they are looking for and the ability to quickly pick it out
- Clues about candidate's personality and communications skills

The primary function of a resume and cover letter is to obtain an interview with the employer.

Tips on resume writing

- Target your resume to the job being applied for, stressing the requirements of the employer.
- Employers are more interested in accomplishments than they are about the duties and responsibilities of the job.
- Use point form, not paragraphs – it's easier to read.
- Use action words. Avoid "I" or "My duties included..." or "I was responsible for..."
- Use the minimum number of words necessary.
- Be neat; no errors in spelling, typing or punctuation.
- First impression is important! Type your resume with plenty of white space and wide margins to create a clean professional impression.
- Have someone read your resume before completing the final copy.
- Keep it simple, clear and brief – only 1 or 2 pages.
- Edit, edit and then go back and edit!!
- Don't exaggerate – Be truthful.

Information that should NOT be included on your resume

- Salary requested
- Reason for leaving previous jobs
- Personal data such as:
 - o Marital status, age
 - o Health
 - o Number of children
 - o Religious or political affiliation
 - o Social insurance number

- o Original citizenship

2 - CHOOSING A RESUME STYLE

There are different resume styles and each person must choose the best way to present his/her information to the employer. There is no absolute right or wrong format or style. However, there are three main resume styles: Chronological, Combination and Scannable.

A. CHRONOLOGICAL RESUME

Work experience is arranged in order (most recent first) by dates of the jobs.

- Places emphasis on Job Titles and Employment History
- Emphasizes a steady employment record
- Exposes job hopping or spotty work history
- Exposes lengthy stays in one job without promotion
- Emphasizes work that may need to be minimized
- May appear repetitious if a number of similar jobs were held

This style is for you if:

1. You stayed with the same type of work over the years and want to remain in that field.
2. You are applying for a government position.
3. You want to bring attention to a very stable work history.

EXAMPLE OF A CHRONOLOGICAL STYLE

Sue Dawson
81 Pleasant Street
Saint John, NB X0X 0X0
506-622-3333

Job Objective: A position as an **Executive / Administrative Assistant**

Highlights of Qualifications

- Extensive experience as an Administrative Assistant
- Administrative Secretarial Certificate
- Strong administrative, organizational and secretarial skills
- Highly reliable and responsible; valued team member
- Strong communication skills; written and verbal
- Proficient in various computer applications and office procedures

Dedicated

Efficient

Accurate

PROFESSIONAL EXPERIENCE

Receptionist / Secretary
Saint John Hotel Corporation

Saint John, NB
1992 - 2000

- Over seven years' experience administering and coordinating paper flow between head office and four large Saint John hotels
- Served as secretary for president as well as eight separate departments
- Prepared all correspondence for meetings and promotional mailings
- Used Excel to develop and maintain spreadsheets in order to analyze revenue and monitor cash flow
- Updated master list of individuals who were not allowed in night clubs
- Organized and typed scripts and judges forms for hotels night club contents
- Reconciled monthly courier and office supply statements
- Acted as liaison between tenants and property management within head office
- Assisted accounting departments with accounts payable functions
- Entered payroll data for over 700 employees

SUE DAWSON

Administrative / Executive Secretary

Community Association

Saint John, NB

1984 - 1992

- Maintained two databases
- Prepared daily correspondence for board and committee member meetings
- Set up monthly newsletter
- Compiled and distributed weekly events schedules
- Scheduled and confirmed appointments for management and 12 committees
- Typed large volume of correspondence, maintained filing and reference system

EDUCATION AND TRAINING

New Brunswick Community College

Best Customer Service Seminar

Saint John, NB

1997

Seven Oaks School

Conversational French

Saint John, NB

1990

New Brunswick Community College

Administrative Assistant Certificate

Moncton NB

REFERENCES

Joe Breau
Instructor
Learning College
(506) 555-5555

Julie Brown
Manager
School District
(506) 555-5555

Adam Arsenault
Executive Director
Enterprise Network
(506) 555-5555

B. COMBINATION RESUME

Combination resume is a combination of the chronological and functional style. With this style the work experience is describe by emphasizing the skills involved and descriptive details are grouped under relevant headings of expertise.

- Focuses on selected areas of accomplishment and experience
- Camouflages a spotty employment record
- Stresses areas of experience and interest even if a steady job has not been held
- Downplays areas that don't need to be emphasized
- Immediately highlights strengths

This style is for you if:

1. You are making a career change.
2. Your most impressive and relevant experience and skills are not in your most recent employments.
3. You want to focus on the skills needed for future jobs.
4. Work history is complicated or has long periods of unpaid periods.

COMBINATION STYLE

Michael Oliver

1888 Winthrop Avenue Berkley CA 94709
(510) 555-5555 (home) (506) 555-5555 (messages)

**Objective: Position in laws office as clerk, research assistant, or
writer/editor**

Summary

- Exceptional command of language
- Dedicated professional attitude; mature and willing to work
- Diligent, punctual, and extremely well organized
- Extensive management experience

Relevant experience

Legal-Related Experience

- Co-facilitated drug diversion therapy group (an alternative to incarceration) for Alameda County
- Counseled clients with drug-related criminal histories at residential treatment facility

Research, Writing & Communication Skills

- Briefed numerous cases for Media Law and Criminal Law courses
- Researched and wrote a manual for volunteer training at Ohlone Alcohol & Drug Services
- Chaired meetings concerning house policy and finance for student co-op

Management / Project Coordination

- Managed incoming accounts, coordinating successfully with both management and staff to increase production at large industrial laundry
- Supervised work crews assigned to community job projects, trained personnel, developed work schedules, estimated and bid job costs

EMPLOYMENT HISTORY

Current	Full-time student	University of California,
Berkeley		
1996 summer	Writer/facilitator	Ohlone Alcohol & Drug Services,
Ohlone		
1994-1995	Job Coordinator	Moyer House Inc. Oakland
1993	Resident / Counselor	Moyer House Inc., Oakland

EDUCATION & LEGAL TRAINING

B.A. Drew University, Madison, NJ, 1981; Anthropology/Spanish Culture

B.A. in progress, Rhetoric Department – U.C. BERKELEY

C. SCANNABLE RESUME

Many companies, especially high-tech companies, use databases to quickly and efficiently match job openings with qualified job-seekers. Searches are done using keywords and phrases that describe the skills and education required for the position. It is extremely important to use terms and familiar industry acronyms (jargon) that describe your skills and experience.

Finally, keep in mind that a text resume has the same major headings as a traditional resume and uses a traditional format; do not use multiple columns.

Follow these guidelines for formatting your scannable resume.

- Use a standard font such as Helvetica, Courier, Futura or Optima in 11 to 14 point and avoid using decorative fonts
- Left-justify your text, and use all caps for headings
- Avoid any kinds of graphics or shading
- Don't use graphic characters, such as hollow bullets, squares, or shadows
- Don't use tabs, columns, lines, parentheses, brackets, underlining, bold, or other potentially "computer confusing" graphic effects or elements
- Don't use line compression & use wide margins
- Repeat your name at the top of every page; multiple pages are perfectly acceptable, but each must carry your identification

Finally, you should also follow these "material" guidelines for your scannable resume

- Use only white or a very light color on 8 ½ x 11 inch paper
- Use only laser-printed originals – no copies
- Don't fold your resume; submit hard copy in a flat 9 x 12 inch envelope and don't staple your pages together

EXAMPLE OF A SCANNABLE STYLE

Antonio Saganio 555-555

59 Morroz Rd., Saint John, NB E1N 1V1, Antonio@yahoo.com

HIGHLIGHTS OF QUALIFICATIONS

- Internet Systems Specialists Diploma and Bachelor of Chemical Engineering
- 9 years' experience in IT industry, as a consultant and business owner
- Exceptional ability to quickly master new software and apply its full range of capabilities
- Designer, with preferences toward the postmodern, minimalism, and graphic design

RELEVANT EXPERIENCE

MANAGEMENT SKILLS

- Consolidated sales of computer hardware and components, with a stable clientele over several years
- Effectively coordinated \$300,000 purchase of computer equipment and accessories
- Sold equipment, network solutions and software to hundreds of individuals and over twenty organizations

COMPUTER SKILLS

- Mastered desktop operational systems and effectively provided customer support for individual users and organizations for several years
- Programmed applications for the Internet, using Perl, PHP, ASP, and JAVA

DESIGN SKILLS

- Built and maintained web sites, databases and applications
- Created furniture using advanced techniques such as 3D modeling using AutoCAD and 3D Max Studio

EDUCATION

- Internet Systems Specialist Diploma, March 2001
University of Brandon
- Bachelor of Chemical Engineering, December 1996
University of Rio Grande do Sul

WORK HISTORY

- Office Administrator, Red River College, 2000 to present
- Entrepreneur, Ant Information Ltd, 1994 to 1999
- Apprenticeship, ASTBORTEP S/A Oil Refinery, 1992 to 1993

RESUMES

REFERENCES

Joe Breau
Instructor
Learning College
(506) 555-5555

Julie Brown
Manager
School District
(506) 555-5555

Adam Arsenault
Executive Director
(506) 555-5555

3. SECTIONS FOUND ON A RESUME

A. CONTACT INFORMATION

- Your name
- Phone numbers
- Complete mailing address
- Email

B. JOB OBJECTIVE

- A clear job objective says to the prospective employer...
 - “This resume tells you about me and how I can perform in this job”
- A clear objective helps you write a great resume because it focuses your attention on your job goal
- The people who seem to take the longest time to find a job are often the ones who insist on writing a “generic” resume that lists everything they ever did, or every skill they are interested in using, but fails to focus that information toward a specific job objective

ALTERNATIVE WORDING FOR THIS SECTION

- Career objective
- Objective
- Career goal

C. SUMMARY

This section of the resume is where the employer's eye will go in the first few seconds. It is important that it is written to capture the essence of the person within a few lines. There should be a sampling of experience, training, special qualities, skills and work ethic. The summary alone should be able to secure an interview if done well.

Summarize your key points near the top of the resume. Think of the most relevant strengths and features of your experiences. Make a brief list (4 to 6 lines) of key points that the new employer needs to know which will show you are qualified to do the job.

A good summary should include...

- Number of years or months of experience in the targeted job field
- Education, training or certification in the field
- Key skills, talents or special knowledge related to this job (hard or soft skills)
- State 3 attributes that describe your personal work style or attitude

ALTERNATIVES FOR THIS SECTION

- Highlights of Qualifications
- Summary of Qualifications
- Profile
- Professional Profile
- Summary

Summary of Skills

- 13 years experience as an Administrative Assistant
- Business Administration Diploma for Red River Community College
- Proficient in variety of computer applications including Windows 8, Excel and AccPac, type 60 wpm
- Highly motivated

D. WORK HISTORY

What to include?

- It is important in any style of resume to have a reverse chronological work experience section. Employers' addresses are not required.
- List most recent job first, then earlier jobs. Give the dates of employment, job titles and company names. Include any unpaid work or education that fills a gap or shows the skills needed to do the job

What to leave out?

- Omit jobs that are not important to the job objective – or jobs that create a not-so-great impression – as long as dropping them doesn't leave a big hole in the work history.
- If work has been through temporary agencies, list the agency as the employer. Pick one job title that covers most of the temporary work.

SAMPLE WORK HISTORY

Seldom Roofing	Dispatcher	1992-1999
Freedom Roofer	Self-employed	1989-1991

OTHER RELATED WORK EXPERIENCE

Warehouse worker	Dartmouth Enterprises	2 years
Cartage Driver	Arnold Brothers	1 ½ years

ALTERNATIVE WORDING FOR THIS SECTION

- Work history
- Recent work history
- Relevant work history

E. EDUCATION AND TRAINING

- special care must be taken so that this section corresponds with the job objective and history of experience
- if training was completed, list the certificate or diploma
- if new to the field, list every course taken related to job objective
- if education goes beyond high school, a decision must be made whether to state the degree. If it is not directly related to job objective, it may over qualify individuals
- mention university courses completed, even if there are no plans to get a degree especially if they are related to the job objective
- if there is no job-related training, and/or individuals recently left school, list courses that show interest and commitment to the job objective
- if individuals are members of professional organizations related to their job objective, add another heading called Professional Affiliations and place it below education
- as with the Work History section, list dates chronologically (most recent first)
- apprenticeships and on-the-job training
- relevant workshops, seminars or conferences
- degrees, diplomas and / or certificates

SAMPLE EDUCATION AND TRAINING

Faculty of Arts University of Manitoba 1997
Completed the following credit courses: Psychology, Sociology and Criminology

Business Administration Red River College 1995
Completed the following courses

- Accounting I & II Business Plan Developments
- Financial Planning & Market Trends
- Sales and Marketing & Research Analysis

Professional Development Training includes the following workshops...

- Crisis Counseling (3 days)
- Clinic Crisis Counseling
- Mediation Skills I & II (60 hours)
- Mediation Services Manitoba

F. VOLUNTEER EXPERIENCE AND INTERESTS

By stating volunteer experience and personal interests, employers receive a snapshot of people outside the work environment. Employers are interested in those who contributed to the community. List all present and recent past volunteer experience. State exactly what you did as a volunteer. Interest also can be an indicator of your personality.

SAMPLE VOLUNTEER EXPERIENCE

- Served as a canvasser for the heart and Stroke Foundation for the past five years
- 1994 to present – hockey coach for junior league at the St. Vital Community Club
- Volunteer at the local senior's home, assisting elderly in daily living
- Shovel snow and cut grass for 3 elderly neighbors

SAMPLE INTERESTS

- Needle point (implies patience, attention to detail)
- Sky diving (implies risk taker, someone who enjoys challenges)
- Jogging and playing baseball (implies healthy lifestyle and team involvement)
- Watching TV (implies couch potato)

H. REFERENCES

Selecting your references is one of the most important components of any effective job search strategy. Clearly you must know what your references are going to say about you. It is your responsibility to convince them of the importance of their role in your job searching.

- Select only those people who know you in a workplace setting. Manager, peers, staff, customers should all be considered.
- Two or three references are sufficient. Provide your references with a copy of your resume.
- Keep your references up to date by informing them where you have applied for a job.
- Meet with and establish a reference guideline with each reference. Discuss strengths, weaknesses, examples of achievements, personal leadership, management style, communications, relationship building, customer service and quality.
- Always ask permission to use a person as a reference and ask at what number they want to be contacted.
- Include their title and the name of their organization.
- Include your references on your resume.

G. DESCRIBING SKILLS AS ACCOMPLISHMENTS

- Describe your accomplishments in a simple powerful action statement that emphasizes results that benefited your employer.
- Start with a strong action statement (a verb in the past tense) which tells what you did and what results you got from your actions.
- Don't mention activities you never want to do again or you could be asked to do them.

EXAMPLE

CUSTOMER SERVICE

- developed a better approach to providing excellent customer service, which won back many former customers and expanded customer base
- increased account base by 50% at two locations through assertive sales and consistent follow-up

RESUMES

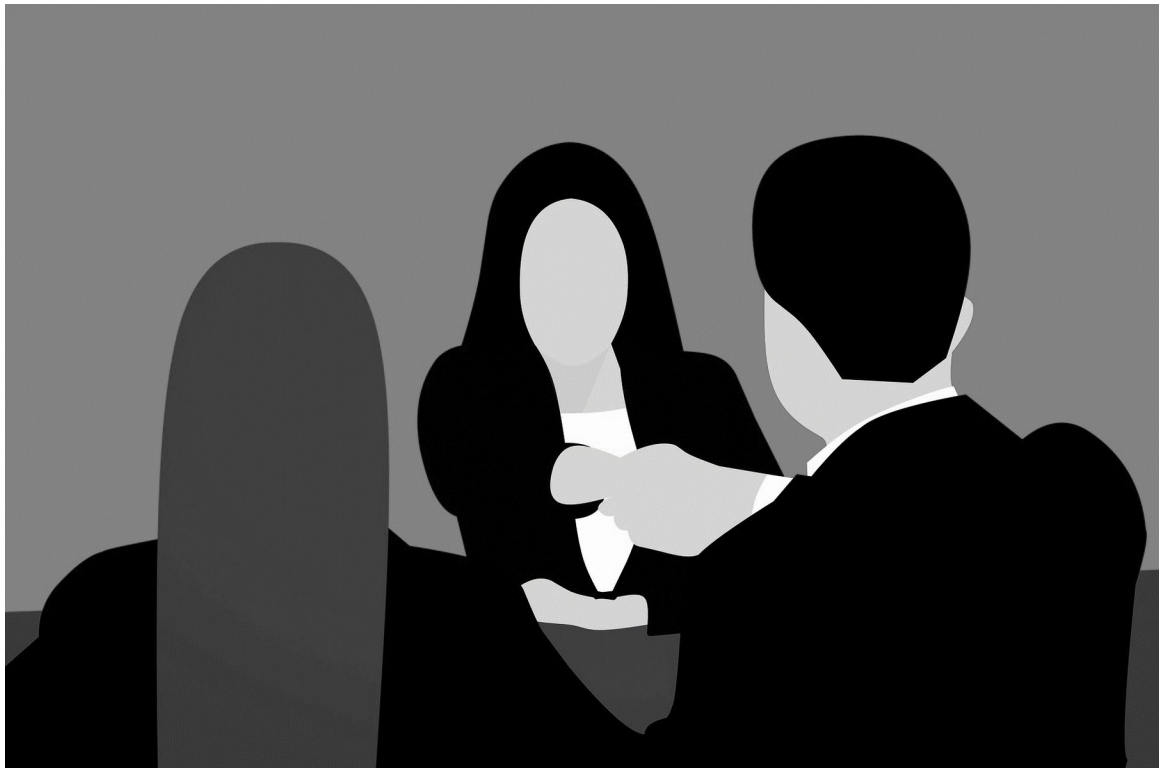
SHIPPING AND RECEIVING

- efficiently scheduled shipments throughout North America using ground and rail transportation
- contacted variety of transport companies; successfully negotiated the best rate

Section 5

Employment Interviews

- Goals of the Interview
- Preparation
- Interview process
- Examples of questions applicant may ask
- Post interview checklist
- Sample of standard interview questions



The Interview

INTERVIEWS

Interviews are an opportunity for you to find out more about the employer, to determine your interest in the position and to demonstrate to the employer that you are the person for the job.

1 - GOALS OF THE INTERVIEW

When preparing for an employment interview it is important to focus not only on your goals as an applicant but also to consider the interviewer's agenda. The following is a summary of goals for both interviewer and applicant.

INTERVIEWER'S GOAL

- To find out what you have done and what you are able to do
- To determine how relevant your work experience is to the position
- To identify possible inconsistencies and weak points in your work history
- To determine your level of interpersonal skills and how you respond to authority
- To measure your potential to perform in a new work environment and to judge personal suitability to the branch/to determine how well you can articulate your goals
- To test your knowledge of the duties and skills required to do the job
- To determine the level of motivation and commitment you bring to the job

APPLICANT'S GOALS

- To highlight skill areas, qualifications and accomplishments and to make clear their relevance to the position
- To minimize potential negatives
- To demonstrate good communication skills
- To express goals clearly and to relate them to the position
- To demonstrate knowledge of the employer's needs and your ability to meet them
- To remain calm under the stress of the interview

2 PREPARING FOR THE INTERVIEW

The interview is usually the final decision-making tool in the hiring process. If you are adequately prepared, you can approach the interview with confidence and optimism. Remember, interviews are a two-way process; the employer is evaluating you and you should be evaluating the employer's job opening(s) against your own goals and expectations.

GUIDELINE TO PREPARE FOR AN INTERVIEW

- Know the position you are applying for; if possible, get a job description.
- Know something about the interviewer – name, position.
- Know your plans for the future.
- Know how you react to tension, stress, deadlines, changes, and have examples prepared.
- Know the style of supervision you prefer.
- Know the strong and weak points of your personality.
- Re-read your resume (the interviewer often bases questions on it).
- Know the exact location and time of the interview. Be there 10 minutes early and plan your time so as not to be rushed during the interview.
- Be alert, well rested and fed.

RESEARCH INFORMATION

Do research on the company before the interview. The following questions will help you find out about a company when you are doing research. Fill in the blanks as you acquire information:

- What products are produced or what services does the company offer?
 - Where are the products or services sold and to whom?
 - How many years has the company been in business?
 - How has the focus of the company shifted since its inception?
 - Has management been fairly stable or has there been excessive turnover?
 - Is the company publicly or privately owned?
 - Do intangible forces such as weather or politics affect profits?
 - Is the product or service seasonal? Are the employees hired accordingly?
-

FIRST IMPRESSIONS

How you look and act can be as important as what you say during an interview; first impressions count. Remember: you do not get a second chance at making a positive first impression!!!

- When meeting someone, first impressions are formed within the first few seconds. Employers are no different!
- By paying attention to how you look, how you speak and what you say, you can make the most of every opportunity to let the employer receive a favorable impression.
- Be mentally ready to enjoy the encounter and to consider each interview a challenge.
- Be enthusiastic about the job and the opportunity to work for that employer.
- Present a positive image in those first few minutes.

NON-VERBAL COMMUNICATION

Project a positive view including:

- Overall appearance (dress, hair, cleanliness, odors)
- Handshake – the way you shake hands is important. Ensure your handshake conveys warmth and confidence.
- Body language posture – sit squarely in the chair and lean slightly forward to show interest in the conversation.
- Eye contact – good eye contact portrays confidence, sincerity, interest and involvement. While maintaining eye contact, be natural without staring.
- Facial expression – a genuine, friendly smile can set the tone within the first few seconds and influence the other person to expect a pleasant meeting.
- Be attentive to personal habits that may give the impression of nervousness or withdrawal from the interview: Leg swinging, tapping fingers, playing with fingernails, hair, moustache, jewelry, crossing arms.

DRESSING FOR THE INTERVIEW

When in doubt, dress on the conservative side!

- Wear clean, neat and pressed clothing.
- Avoid fads in appearance and dress.
- Dress conservatively.
- Be aware of how people dress at the place of employment.
- Haircuts and facial hair should be neat and clean.
- No perfume or after shave – perfumes and soaps, lotions, and other perfumed cosmetic products irritate some people.
- Since interviews can be stressful, ensure deodorant is used.
- Ensure fingernails are properly cut and clean.

VERBAL COMMUNICATION

The words you use and the way you use them are important!

- Listen to the interviewer. Consider the answer carefully and be sure to understand the question.
- Listen for cue words – explain, define and give examples.
- Try not to shorten words or use slang.
- Swearing, smoking and chewing gum must be avoided.
- Be patient and never interrupt.
- Hand gestures can add to the effectiveness of what is being said as long as gestures are not extreme.
- Shut the door to your troubles – avoid discussions about personal or financial problems. Instead, think about how you can benefit the employer.
- Avoid language that may produce a negative connotation – some, but, a few, not familiar, just, only, not, never, no, in spite of, my problem was.

WHAT TO TAKE TO THE INTERVIEW

- Copies of letters of recommendation – you may want to offer them at the end of the interview even if the employer has not asked for them.
- Extra copies of your resume
- References list
- List of questions to ask employer
- Copies of transcripts or certificates

MORE INTERVIEW PREPARATION TIPS

- Each interview is different. The more interviews you attend, the better prepared you will be for the next one.
- You do not have to be limited to the job description when responding to employers' questions. Show how you can be of value to the entire organization.
- It's not always the most qualified person who gets hired but the one who is most likely to 'fit in' with the other employees and complement the goals of the organization.
- Most employers prefer assertive applicants who volunteer information easily, ask pertinent questions, and present themselves in a positive light.
- Discuss terms of employment and compensation after you've been offered the job.
- Ask the employer at the close of an interview when you can expect to hear the results of the interview.
- Follow up by sending a thank you letter soon after the interview.

3 - THE INTERVIEW PROCESS

1. STARTING THE INTERVIEW

- Introduce yourself to the receptionist.
- Request the name of the interviewer.
- Thank the person and wait quietly.
- Greet interviewer and introduce yourself.
- Enter the interviewer's office and take the seat offered.

2. QUESTIONS ABOUT YOUR PERSONAL HISTORY

- Provide a brief answer to all direct questions.
- Do not volunteer any negative information.

3. QUESTIONS ABOUT YOUR GOOD QUALITIES

- Describe relevant personal qualities.
- Do not exaggerate or compare yourself to others.

4. QUESTIONS ABOUT WORK-RELATED PRESSURE

- State your ability to work under pressure by providing examples to prove how you can handle pressure.
- Describe methods of handling pressure.
- Express willingness to work under pressure.
- Describe other employees' positive comments (if applicable).

5. QUESTIONS ABOUT RELATED EDUCATION AND EXPERIENCE

- Describe relevant education and/or experience.
- Relate education and/or experience to the position.

6. QUESTIONS ABOUT FUTURE PLANS AND GOALS

- Describe the compatibility between your goals and the job.
- Describe the compatibility of the job with any educational plans.
- Describe your interest in gaining experience.

7. QUESTIONS ABOUT SALARY

- Do not make strict salary demands.
- Describe your flexibility by stating salary expectations within a range.

8. QUESTIONS ABOUT PERSONAL LIABILITIES OR HANDICAPPING CONDITIONS

- State that you have no health issues or disabilities that will affect your work performance.
- If you do have a health problem or a disability, identify the area of difficulty, describe attempts made to deal with the condition and note any improvements that you made to deal with the condition (if you have a specific disability).

9. WHEN ASKED IF YOU HAVE ANY QUESTIONS

- Ask job related questions that are not about salary or benefits.

10. ENDING THE INTERVIEW

- Summarize your qualifications.
- State appreciation for the interview and confirm your interest in the job.
- State an interest in hearing about the outcome of the interview.
- Suggest that the interviewer contact your references.

4 – QUESTIONS AN APPLICANT CAN ASK AT AN INTERVIEW

- I'd be interested in learning more about _____ (some facet of the company's operations or the work duties that came up in the interview). Could you tell me a little more about it?
- Have I answered all your questions?
- Do you have a training program? Could you please describe it?
- What opportunities are there for advancement?
- What would I be doing in the course of a day?
- What would my schedule be?
- How many people are employed there?
- Would I be working alone most of the time or in a group?
- What are the main duties of this job?
- When will I get the results of this interview?

DON'T FORGET

- Ask questions throughout the interview in order to show interest in the job or in the company (two-way exchange).
- Ask questions clearly and without hesitation.
- Don't insist on obtaining a more complete answer from the employer.
- Watch for signs that the interviewer is ready to close the interview.

5 – AFTER THE INTERVIEW CHECKLIST

Use the following list to evaluate your interview. For all the other entries, put a check mark if you dealt with the item satisfactorily; otherwise, put an X there.

- € Arrived on time and dressed properly
- € Friendly with secretary and all others
- € Introduced myself to the interviewer and shook hands
- € Described my qualifications and my other interests and activities
- € Gave my resume and copies of letters of recommendation
- € Looked at interviewer while talking
- € Maintained good posture and avoided nervous mannerisms
- € Mentioned who referred me or friends working there
- € Arranged a call back in four days
- € Thanked the interviewer and shook hands

6 – SAMPLE OF STANDARD INTERVIEW QUESTIONS

INTERVIEWS

The following represents a sample of typical standard interview questions

1. TELL ME ABOUT YOURSELF

EMPLOYER'S PURPOSE:

This question is usually asked at the beginning of an interview

- To break the ice
- To discover the applicant's ability to communicate
- To hear a summary of the experience and skills you bring to the position

SUGGESTED ANSWER:

- Provide an overview of what you have to offer to the position and company.
- Answers should include a well-rounded perspective, keeping the position in mind.
- 25% experience, 25% education, 25% skills and attributes, 25% volunteer, community involvement, interests.

2. HAVE YOU EVER DONE THIS KIND OF WORK BEFORE?

EMPLOYER'S PURPOSE:

- To discover direct, related or transferable experience
- To determine how much time will be required to get applicant up to full operating speed
- Generally, this question will not be asked if the 'tell me about yourself' questions has been asked, and answered well

SUGGESTED ANSWER:

- Provide examples of all direct, related or transferable experience from previous work or volunteer situations.
- Answers should be specific and detailed.
- Answers should not be phrased in the negative.

3. WHY DO YOU WANT TO WORK FOR OUR COMPANY (ORGANIZATION)

EMPLOYER'S PURPOSE:

- To determine how interested the applicant is in the position and how much the applicant knows about the company or organization
- To determine how much the applicant knows about the organization's culture, vision and mission
- To determine if the applicant will 'fit-in' with the organization's culture and hold the same vision and mission

SUGGESTED ANSWER:

- Provide information on how your values 'fit' with those of the organization.
- Illustrate how much research you have done regarding the organization and its future.
- Answer should refer to what you can do to advance the organization's goals as well as your own.
- Answers that refer only to what the candidate 'wants' will not be looked on favorably by the employer.

4 - WHY DID YOU LEAVE YOUR LAST JOB?

EMPLOYER'S PURPOSE:

- To determine any concerns with the ability to be managed
- To assess attitudes toward policies, management, organizational changes or difficult situations

SUGGESTED ANSWER:

- Be honest without being negative.
- Focus on positive points about the working relationship with your last employer.
- Good opportunity to show letters of recommendations.

5 - WHAT KIND OF SALARY WOULD YOU BE EXPECTING?

EMPLOYER'S PURPOSE:

- To determine if applicant's expectation is in the same range as is available for the position
- Sometimes used to verify the level of responsibility held at previous positions and to understand applicant's perceived self-worth
- To determine how realistic an applicant's expectations are according to current labour market trends
- To discover what the bottom end of the applicant's starting range is

SUGGESTED ANSWER:

- State dollar amount in terms of a range to show flexibility.
- Avoid being evasive, answer questions directly and confidently.
- Do research before going to an interview; find out what the position paid previously or what the position tends to pay in the industry.
- Don't forget that benefits may play a role in determining 'need' for a certain level or remuneration.

6 - WHY SHOULD WE HIRE YOU?

EMPLOYER'S PURPOSE:

- This question is usually asked at the end of an interview to wrap up the session
- To confirm the decision that is already made
- To give applicant one last chance to sell himself / herself

SUGGESTED ANSWER:

- Reassure the employer that you are the best candidate for the position.
- Include attributes with solid samples.
- Include a summary of your best qualification for the job.

7 - HOW OFTEN WERE YOU ABSENT OR LATE IN YOUR LAST JOB?

INTERVIEWS

EMPLOYER'S PURPOSE:

- To determine the level of dependability and punctuality
- To be reassured that there isn't a reoccurring illness that will keep a new employee away from work for extended periods of time

SUGGESTED ANSWER:

- Be honest without being negative; facts can be checked.
- State any time lost due to a serious illness; mention that there was a full recovery with no expected reoccurrence.
- State what was done in order to prepare for the lost time and to ensure the smooth operation of the business\be enthusiastic if attendance record and punctuality were excellent; provide statistical or numerical evidence.
- Don't leave a question unanswered in the employer's mind by providing incomplete information; assumptions tend to be made.

8 - WHEN ARE YOU AVAILABLE TO START WORK

EMPLOYER'S PURPOSE:

- To determine how quickly the position can be filled and how soon applicant can start

SUGGESTED ANSWER:

- If you are currently working and need to give notice, state the length of time you need (usually two weeks).
- Ensure time has been allowed for setting up daycare and transportation arrangements.

9 - WHAT ARE YOUR GREATEST STRENGTHS (ASSETS) THAT YOU WOULD BRING TO OUR COMPANY (ORGANIZATION)?

EMPLOYER'S PURPOSE:

- To discover how applicant views his / her strengths
- To discover how confident applicant is in describing his / her experience and skills
- To see how well applicant knows himself / herself
- To see if applicant's strengths would be a good 'fit' with the company

SUGGESTED ANSWER:

- Refer to relevant experience and education
- List attributes compatible with company values; provide evidence of each strength by providing examples

10 - WHAT ARE YOUR WEAKNESSES?

EMPLOYER'S PURPOSE:

- To see how applicant handles this difficult question
- To see how applicant honestly evaluates himself/herself
- To see if applicant recognizes a weakness and is trying to improve it
- To see if applicant avoids answering the question due to lack of comfort

SUGGESTED ANSWER:

- State a weakness that is honest but not damaging
- State a 'positive' weakness which is really a 'strength' in disguise; state why the weakness is a problem (or has been a problem)
- Demonstrate how the weakness has improved

11 - WHAT WAS YOUR LAST EMPLOYER'S OPINION OF YOU?

EMPLOYER'S PURPOSE:

- To find out how the applicant views his/her performance and the relationship with former employer
- To compare applicant's opinion with that of the last employer
- To find out reasons to hire or not to hire

SUGGESTED ANSWER:

- If the relationship and performance were good, state so.
- Give a positive example of what the employer has said.
- Provide a letter of recommendation from your last employer.
- If the relationship was not good, mention something that was positive and something that was learned from that employer.
- Do not blame others as it may appear that there is no personal responsibility being accepted for the situation.

12 - WHAT ARE YOUR LONG-RANGE GOALS? WHERE WOULD YOU LIKE TO SEE YOURSELF IN FIVE YEARS?

EMPLOYER'S PURPOSE:

- To discover if the applicant plans to stay with the company
- To identify applicant's career plan and level of ambition
- To see if applicant's goals 'fit' with the company goals

SUGGESTED ANSWER:

- Answers should be work-related, keeping the needs of the company in mind.

INTERVIEWS

- State interest and commitment to growing and contributing to the company.
- Ensure there are higher positions to advance to before stating that as an ambition; there may be a danger of appearing too ambitious if the company doesn't have any positions for advancement.

13 - WHAT KIND OF MACHINES, EQUIPMENT, TOOLS OR COMPUTERS HAVE YOU WORKED WITH OR OPERATED?

EMPLOYER'S PURPOSE:

- To find out if the applicant can fill the job requirements and operate the equipment
- To find out what equipment applicant has experience using and what equipment the applicant may require training on in order to use
- To determine willingness to learn

SUGGESTED ANSWER:

- State job-related equipment including computer applications (if applicable); state experience, giving specific types and names.
- If not experienced in an employer's choice of software or equipment, then state related types and express a willingness to learn.

14 - DO YOU HAVE ANY PLANS FOR FURTHER TRAINING OR EDUCATION?

EMPLOYER'S PURPOSE:

- To see if applicant is planning to stay with the company or go back to school full-time in the near future
- To discover applicant's career plans and ambitions
- To see if applicant is willing to learn, adapt and apply new skills to the job

SUGGESTED ANSWER:

- Demonstrate to the employer a willingness to take work-related courses beyond company time to upgrade skills that would be an asset to the position.

15 - WHAT DO YOU THINK OF WORKING AS PART OF A TEAM?

EMPLOYER'S PURPOSE:

- To determine applicant's work preference whether alone or with a team
- To judge applicant's willingness, flexibility and adaptability to working in teams
- To determine what applicant views as the advantages of team work for any company

SUGGESTED ANSWER:

INTERVIEWS

- Demonstrate a willingness to work with a team even if your preference is to work alone.
- State a recent example of participating effectively in a team and what resulted from the effort.
- State how teamwork benefits the goals of any company.

16 - DO YOU HAVE ANY QUESTIONS?

EMPLOYER'S PURPOSE:

- To provide an indication that the interview is almost over
- To see how interested the applicant is in the position
- To provide one last opportunity to ask any question still left unanswered

SUGGESTED ANSWER:

- Prepare questions before going to the interview.
- Ask questions clearly and without hesitation.
- Don't insist on obtaining a more complete/thorough answer from the employer.
- Watch for signs that the interviewer is ready to close the interview
- Don't ask questions about wages, salary or benefits unless the employer has opened the discussion first; it may appear the interest is only in monetary matters.

